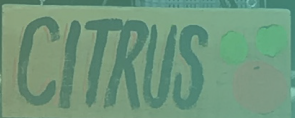
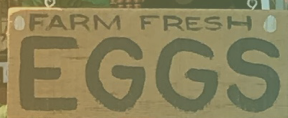
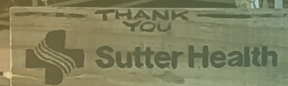


MIDTOWN REPORT

JANUARY 1, 2017 — DECEMBER 31, 2018





EASE INTO MIDTOWN

The “Ease into Midtown” public education campaign delivered specific messaging to bring more people into Midtown. During the paid portion of the campaign from November 13 to December 31, there were 3,100 visits to the www.easeintomidtown.com website and the ads were viewed more than 1.3 million times. Midtown Association continues to simplify the parking process, increase the use of alternative transportation methods such as bike share, car share, and public transit, and support infrastructure investments such as bike valets and parking protected bike lanes.

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- 06 DISTRICT MAP
- 08 MIDTOWN BY THE NUMBERS
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TO OUR VALUED STAKEHOLDERS:

We are pleased to share the activities of the Midtown Association from January 1, 2017 through December 31, 2018. This is the second year of the PBID's expanded ten-year term, as the Midtown Association boundaries now include zones in both Midtown and the Alhambra Corridor. We now serve 1,254 parcels throughout 92 city blocks with a budget of over \$2M.

The Midtown Association's Strategic Plan remains focused on the items most important to you, including:

- Reducing homelessness and providing clean and safe services
- Attracting investments in infrastructure including lighting and landscaping
- Creating a unique sense of place
- Making parking and transportation easier for visitors, residents and employees
- Supporting responsible infill development projects
- Making Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core

Since the inception of the PBID, the Midtown Association Board has exercised its authority to increase the annual assessment by 3%, which they've elected to continue in 2019. Midtown Association strives to provide the same level and quality of service while looking for efficiencies to make our services go further.

To learn more about the Midtown Association and our focus for 2019, please review this Midtown Report. Our full management plan and our four-year strategic plan may be viewed online by visiting exploremidtown.org under the Midtown Association tab.

Thank you for your continued commitment and support!



Wendy Saunders
Chair
Capitol Area Development Authority



Emily Baime Michaels
Executive Director
Midtown Association



WENDY SAUNDERS



EMILY BAIME MICHAELS

Third Thursday at 24th & K
Midtown Made
Midtown Central



"24th and K Street is quickly becoming one of the most vibrant intersections in the Central City. With a great diversity of bars and restaurants paired with events by the Midtown Association, the pedestrian and bike traffic in the area has increased by more than 23% in the last twelve months."

– Ken Turton, Turton Commercial Real Estate

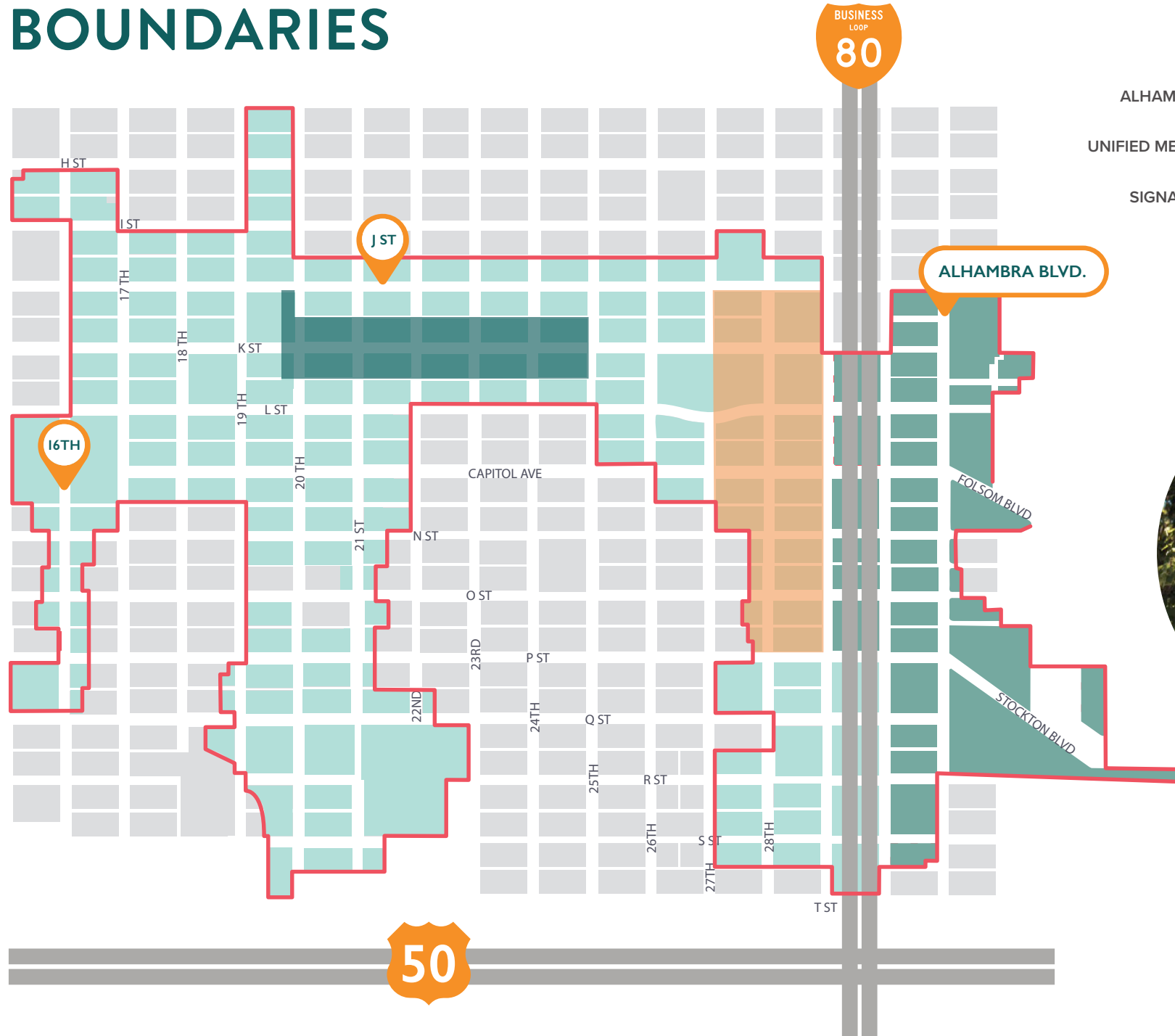
PBID BOUNDARIES



THIRD THURSDAY
AT 24TH & K: MIDTOWN MADE
MIDTOWN CENTRAL
4 EVENTS | 3,000 ATTENDEES



THE PRESS GROUNDBREAKING
MIDTOWN ZONE
LARGEST HOUSING DEVELOPMENT IN
THE CENTRAL CITY | GENERATED 20 MEDIA STORIES



ALHAMBRA BRAND LAUNCH
ALHAMBRA ZONE
UNIFIED MESSAGING INCLUDING
MURAL, WAYFINDING
SIGNAGE, & SOCIAL MEDIA



SACRATOMATO
THE SUTTER DISTRICT
CELEBRATING THE 5TH ANNUAL
SACRATOMATO WEEK

- MIDTOWN ZONE
- THE SUTTER DISTRICT
- ALHAMBRA ZONE
- MIDTOWN CENTRAL

MIDTOWN CENTRAL VENUES

- AZUL
- CANTINA ALLEY
- DER BIERGARTEN
- THE FLAMINGO HOUSE
- THE GOLDEN BEAR

- LOWBRAU
- MANGO'S
- PIZZERIA URBANO
- TRES HERMANAS

SUTTER DISTRICT VENUES

- BARWEST
- BIBA
- BLUE CUE
- CENTRO COCINA
- HARLOW'S

- INK
- PARAGARY'S
- THE RED RABBIT
- TEA BAR & FUSION CAFE

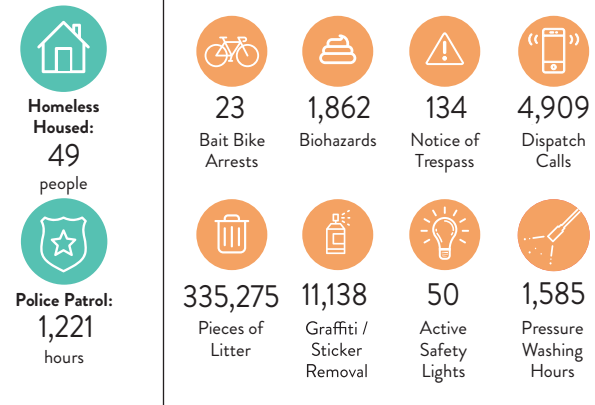


MIDTOWN BY THE NUMBERS

Below are specific categories the Midtown Association is focused on and tracking per the strategic plan. For more information on the strategic plan, please visit exploremidtown.org.

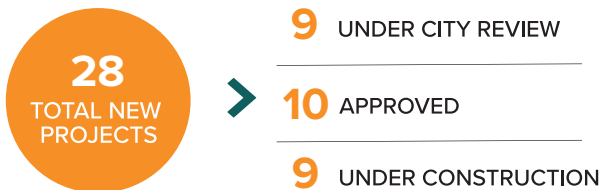
CLEAN & SAFE SERVICES

January 1, 2017 - December 31, 2018



NEW DEVELOPMENTS

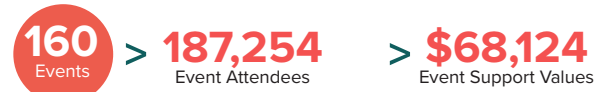
As of December 31, 2018



EVENTS & ATTENDANCE

January 1, 2017 - December 31, 2018

EVENT SUPPORT



MIDTOWN FARMERS MARKET

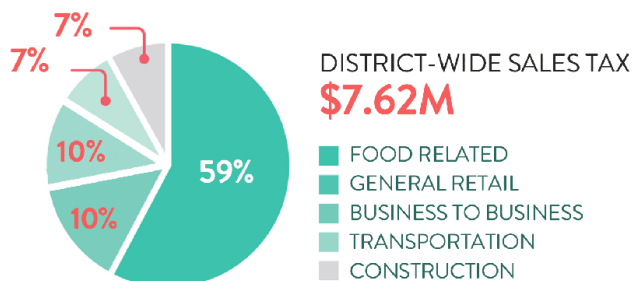


BICYCLE & PEDESTRIAN ACTIVITY

24th and K streets



Q2 2018 ECONOMIC IMPACT



“The vital services the Midtown Association provides through their Clean & Safe program are crucial to the vitality of Midtown. Their work continues to make Midtown an attractive place to visit, work and live.”

– Mike Heller, Heller Pacific/Loftworks



Clean & Safe Team
Midtown Association

ELEVATING MIDTOWN

These are the major categories, objectives, and projects the Midtown Association (MA) is focusing on per the Strategic Plan. To view the full Strategic Plan, please visit our website at exploremidtown.org.

INFILL DEVELOPMENT PROJECTS IN 2018

Objective: To encourage and advocate for responsible and diverse, high-quality infill development.

- **Specific Plan Passage** – Streamlined development process through Central City Specific Plan.
- **Development Support** – Over 1,500 units in the entitlement process, approved, or under construction, including The Press Building, Midtown's largest residential project, with 277 units.
- **Rent Control** – Working with partners to come up with tenant protection that won't stifle future development.

INFRASTRUCTURE PROJECTS IN 2018

Objective: To attract and invest in infrastructure projects that enhance lighting efforts, beautify public spaces, and landscaping that provides the community with amenities.

- **Stockton Blvd funds** – Planning grant will reimagine the streetscape of one of Sacramento's most frequently traveled commercial corridors.
- **Street Signage Update** – Free up to 1,200 hours of parking monthly by limiting parking restrictions to hours of services provided.
- **Temporary Wayfinding** – Developed temporary wayfinding program on Alhambra Blvd to highlight key businesses and amenities along the corridor in an effort to spur additional investment.

REDUCING HOMELESSNESS

Objective: To provide a welcoming and inviting community by cleaning graffiti, removing litter and addressing homelessness in Midtown.

PROJECTS IN 2018

- **Successful Linkages** – 174 individuals served through navigator outreach including housing 49 individuals since January 1, 2017.
- **Nonprofit Support** – Connected social service agencies to Midtown stakeholders through outreach meetings and support.
- **Safety Ambassadors** – Provided over 8,000 hours of safety ambassador services.

PLACEMAKING

Objective: To activate the district by increasing the number of pedestrians and cyclists in parks and at natural activity centers.

PROJECTS IN 2018

- **Park Programming** – Recruit, support, and implement an array of events and programming in Midtown parks, including the annual Saber Battle, Summer Movie Series, and two free community yoga series.
- **Public Art** – Implement and support public art installations throughout Midtown, including the installation of murals on Alhambra Blvd and at the Truitt Bark Park, and support of the Wide Open Walls mural festival.
- **24th & K Activity Center** – Launch of Third Thursday at 24th & K: Midtown Made summer event series which attracted 3,000 attendees.

TRANSPORTATION

Objective: To emphasize and embrace alternative transportation to incentivize greater housing density rather than car dependency.

PROJECTS IN 2018

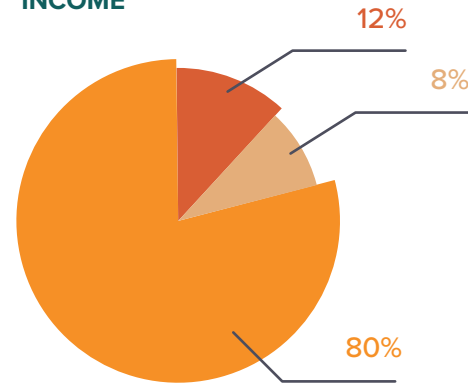
- **Ease into Midtown** – Managed a public education parking and transportation campaign that yielded more than 1.3 million advertisement views and 3,100 website visits in a 45 day period.
- **J Street Construction** – Streetscape project on J Street in Midtown, which improves travel for all modes of transportation.
- **Sac-to-Zero** – Supported planning for the \$44 million investment made by Electrify America in Sacramento that produced both the Envoy and Gig car sharing services.

Construction of 19J, the new 11 story and 175 unit mixed-use project aiming to provide innovative workforce density.

FINANCIALS

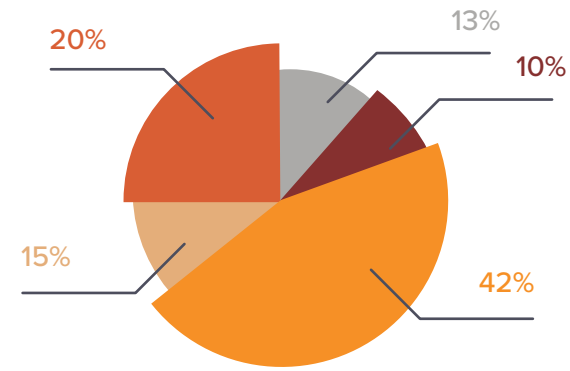
2019 BUDGET

INCOME



■ PBID	—	Midtown	79%
		Alhambra	21%
■ BID	—	Sutter District	55%
		Midtown Central	45%
■ Events & Grants			

EXPENSES



■ Safety, Maintenance & Streetscape Services	(42%)
■ Advocacy & Communications	(20%)
■ Administration	(15%)
■ Placemaking & Capital Improvements	(13%)
■ BID Services	(10%)

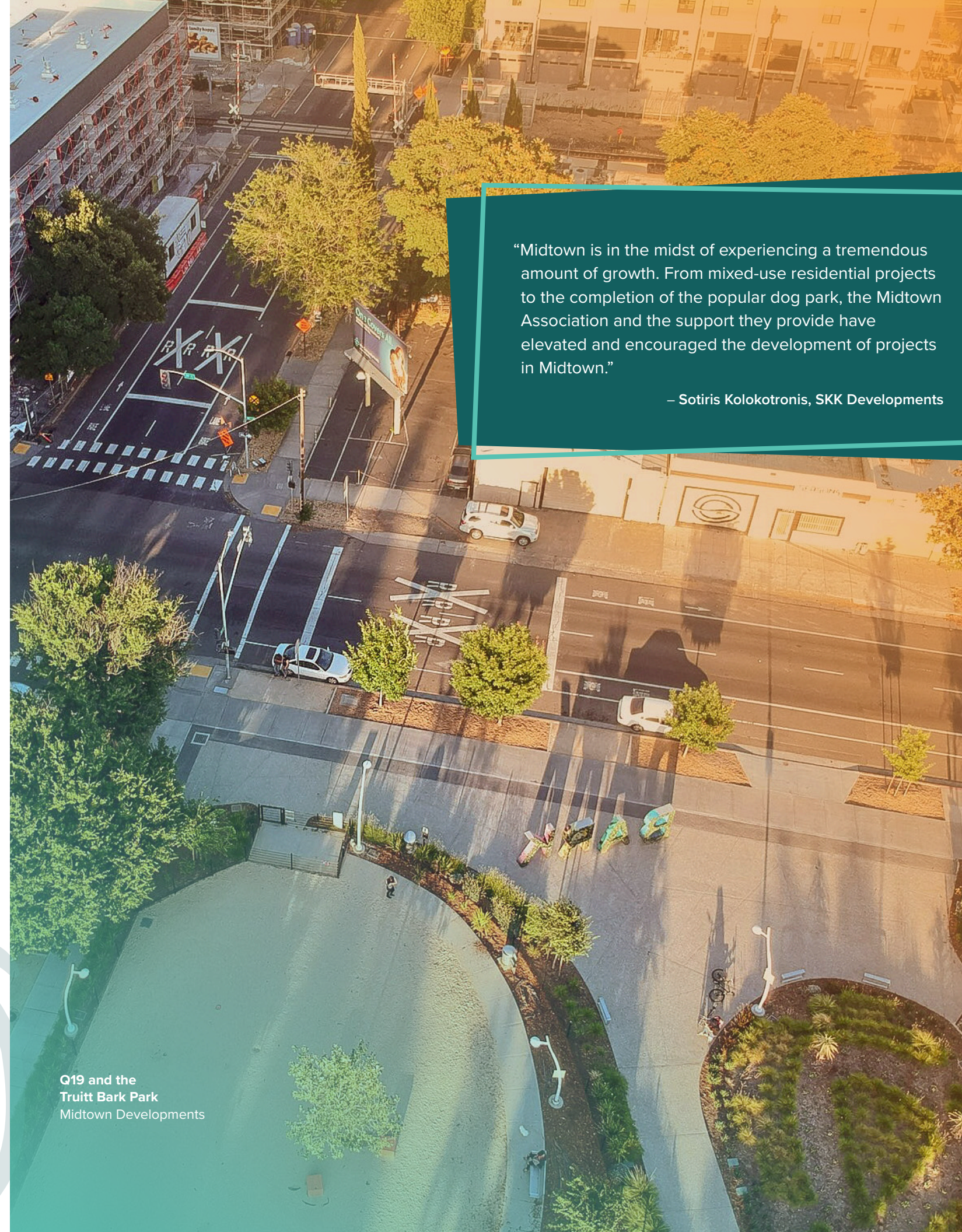
2018 AUDITED YEAR END FINANCIAL STATEMENT

ASSETS

Cash & Cash Equivalent	\$915K
Other Assets	\$157K
Total Assets	\$1.072M

LIABILITIES & NET ASSETS

Deferred Revenue	\$408K
Other Liabilities	\$107K
Total Current Liabilities	\$515K
Grants & Unrestricted Net Assets	\$557K
Total Liabilities & Net Assets	\$1.072M



“Midtown is in the midst of experiencing a tremendous amount of growth. From mixed-use residential projects to the completion of the popular dog park, the Midtown Association and the support they provide have elevated and encouraged the development of projects in Midtown.”

– Sotiris Kolokotronis, SKK Developments

Q19 and the Truitt Bark Park
Midtown Developments

@EXPLOREMIDTOWN

The Midtown Association's level of influence is measured by increasing the amount of media coverage for the organization.

FOLLOWERS:

Instagram: 12.8K (+7.1K)

Facebook: 10.1K (+1.8K)

Twitter: 15.2K (+1.7K)

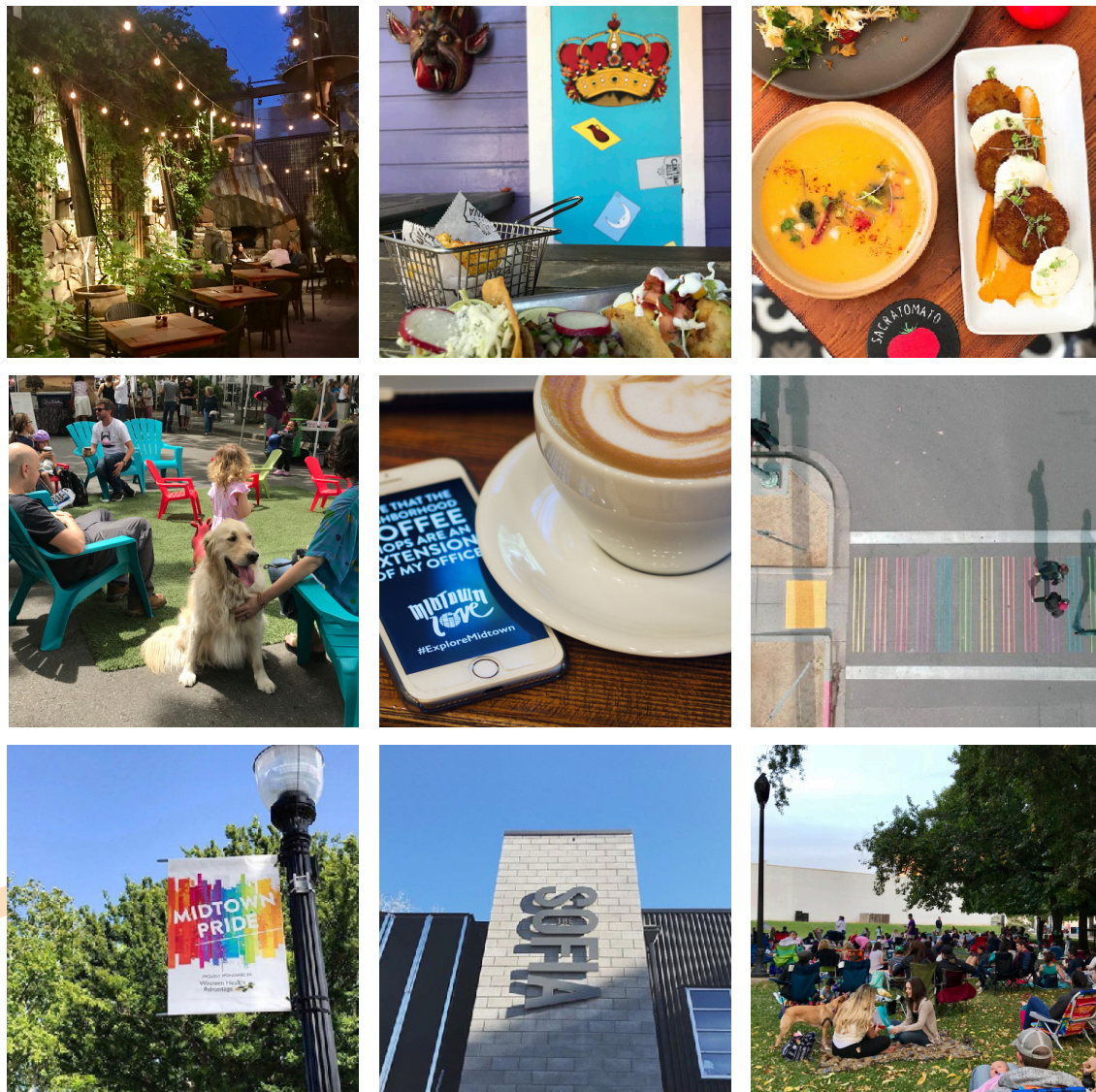
MIDTOWN MEDIA MENTIONS:



276 Stories Generated



1,134 Mentions



#EXPLOREMIDTOWN

DIRECTORS & STAFF

EXECUTIVE COMMITTEE:

Wendy Saunders, Chair | Capitol Area Development Authority

Mike Testa, Vice Chair | Visit Sacramento

Beth Hassett, Past Chair | WEAVE, Inc.

Randy Paragary, CFO, SBIA Chair | Paragary Restaurant Group

Ken Turton, Treasurer | Turton Commercial Real Estate

Larry Watson, Secretary | Banks & Watson Attorneys

Kimio Bazett, Midtown Central BID Chair | The Golden Bear; Kru

John Hodgson | The Hodgson Company

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Nikky Mohanna | Mohanna Development

STAFF:

Emily Baime Michaels | Executive Director

Jameson Parker | Director of Advocacy and Capital Improvements

Scott Ford | Placemaking Manager

John Adair | BID Services & Communications Manager

Donald Cox | Administrative Coordinator

Jodie Miller | Communications Coordinator

Luis Villa | Clean & Safe Manager

Ivan Espinoza | Maintenance & Safety Foreman

Joel De Santiago | Senior Maintenance & Safety Foreman

Jose Munguia | Maintenance Assistant

Shikika Anderson | Maintenance Assistant

Jose Ledesma | Safety Lead

Jeffrey Schuhaet | Safety Assistant

Brandon Campos | Safety and Events Lead

CREDIT:

Pilar Souder | Pages 2 - 3

The Grid Agency | Pages 5, 6

Kyle Monk | Back Cover

3 Fold Communications | Report Design

PARTNER OF THE YEAR :

WOMEN IN PLACEMAKING COMMITTEE

Thank you to the Women in Placemaking Committee, which includes Nikky Mohanna, Meghan Phillips, Melissa Williams, Kimberly Garza, and Jessica Sorensen, for your efforts in planning a placemaking pop-up for the community to enjoy in 2019.



MIDTOWN ASSOCIATION

1401 21ST STREET, UNIT A
SACRAMENTO, CA 95811



Wide Open Walls
Artist Matt Adnate